

Jamie's Farm Privacy Notice

General Data Protection Regulation (GDPR) 2018



Jamie's Farm takes your privacy very seriously. We ask that you read this privacy notice carefully as it contains important information on who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information and how to contact us and supervisory authorities in the event you have a complaint.

Who we are

Jamie's Farm collects, uses and is responsible for certain personal information about you. When we do so, we are regulated under the [General Data Protection Regulation](#) which applies across the European Union (including in the United Kingdom). We are responsible as 'controller' of that personal information in some cases, and 'processor' in some others for the purposes of those laws.

Terms Used in this document

We use the below terms:

- 'Client' is a visiting child or a parent/carer attending with a family's group
- 'Client Organisation' is the entity that has booked and arranged a visit to Jamie's Farm
- 'Supporter' is an individual who has expressed an interest in Jamie's Farm

*NB: The below is not an exhaustive list; there may be other data that we collect on an exceptional basis. However, we **always** ensure that individual data is treated respectfully according to the principles laid out in this document.*

The personal information we collect and use

In the course of the following:

- Client Visits
- Impact measurement
- Event and newsletter sign-up forms (hard copy or online)
- Purchasing tickets for our events
- Hosting Online Events
- Online Client Meetings
- Recruiting and employing Staff, Trustees and Volunteers
- Receiving donations
- Alumni contact

we collect the following personal information when individuals provide it to us:

- Client statements through individual therapy, personal goals and survey responses
- Digital images of clients and client organisation's staff
- Client Organisation Staff contact information and survey responses
- Client survey responses
- Supporter name, email address, telephone number, home address and personal preferences
- Credit/Debit card information
- Staff and volunteer personal disclosure forms
- A Disclosure and Barring Service (DBS) check form

- Volunteer application form
- Curriculum Vitae
- Job Application Covering Letter
- Anonymous Equal Opportunities Monitoring Form for job applicants
- Comments via our Groop Alumni platform

We also obtain personal information from other sources as follows:

- Personal information regarding the client from the client organisation
- Client and parent/carer name and address
- Client Organisation staff contact information
- Personal and medical information from a client's parent or carer
- Personal information such as name and email address from our partners where our supporters have entered a partner event on our behalf, or where a supporter has made a donation to us
- The DBS will provide information on any spent or unspent convictions, cautions, reprimands or final warnings the applicant may have
- Client data from the education provider such as results in school examinations, national examination grades and predicted examination grades, exclusions, attendance and behaviour data, enrolment and self-assessment data in the form of a number.

How we use your personal information

We use digital images of clients to:

- Provide all clients with an ongoing montage of the experience during their stay
- Provide all clients with souvenirs of their stay at Jamie's Farm
- Enhance promotional, educational and Impact Measurement material
- Provide highlights of our provision on Jamie's Farm social media sites & Groop Alumni platform
- Enhance our website
- Raise our profile through the use of PR organisations

We use digital images of client organisation's staff to create a souvenir of the visit for them

We use a client's personal, behavioural, and medical data as well as their pupil premium and SEN information to:

- Ensure the client receives the most effective application of our 'Farming, Family & Therapy' model of client care
- Prepare our staff for any issues that may potentially occur with the client

We may use a client's ethnicity as part of our Impact Measurement, to ensure we are treating all ethnicities fairly and all ethnicities gain the maximum possible impact from our work.

We use a client's personal statements to:

- Fulfil our child protection and safeguarding responsibilities while on the farm
- Notify the appropriate parent/carer/teacher/safeguarding lead of any causes of concern and/or to advise on possible future care
- Enhance promotional, educational and Impact Measurement material
- Provide all clients with souvenirs of their stay at Jamie's Farm

We use the client organisation's staff contact details to:

- Fulfil our child protection and safeguarding responsibilities by communicating promptly and directly with relevant adults
- Improve the effectiveness of our work by spreading appropriate strategies and supportive information regarding our clients
- Share tips about best practice so education professionals may learn from our approach
- Contact the member of staff to let them know about potential offers and discounts to bring more clients to the Farm
- Send the member of staff a Christmas card at the end of every year

We use the client and client organisation staff survey responses, as well as client data from the education provider to:

- Update our Impact Measurement
- Continually assess our provision

We use our supporter's email address, credit/debit card information and personal details to:

- Send information regarding the event they have signed up for
- Send newsletter and/or event information to those that have signed up for a newsletter and/or information about forthcoming events that may be of interest
- Enable ticket purchase through our partners
- Record a donation and send thanks

We use an Individual's CV and Equal Opportunities Form to:

- Consider job applications
- Ensure that our recruitment is open to everyone

We use volunteer application details to:

- Process volunteer applications

We use client and client parent/carer's mobile telephone number to:

- Create chat groups for clients after they have left (Steering Groups only)
- Create chat groups to notify client parent(s) or carer(s) of a week's progress while their child is with us (Steering Groups only)

We use client and client parent/carer's name and address to:

- Send the parent/carer a letter containing an image of their child and a review of their stay

Who we share your personal information with:

We do not share your data with any organisations apart from those that will enable us to perform the functions of Jamie's Farm in the storing, assimilating and use of said data. The organisations we currently use for storing and assimilating are:

- Microsoft (Office 365)
- Dropbox.com (File Transfers)
- Google (Googledocs)
- Salesforce (CRM database)
- Billetto (ticket purchase)
- Eventbrite (ticket purchase)

- Hatcham (Client Surveys)
- Survey Monkey (Client and Staff Surveys)
- Xero (Accounting)
- Crashplan (data backup)
- WhatsApp (chat groups)
- Ripe Digital & Print Plus Hereford (Souvenir Certificates)
- Groop (Alumni platform)
- ImpactEd (Impact measurement)
- 8hwe (PR)
- Livestorm (webinar hosting)
- Zapier (webinar data transfer)

Jamie's Farm will share our Impact Measurement (which includes client and client organisation staff images and pseudonymised or anonymised quotes) with other client organisations and funders to secure funding and continue our provision. It is also available to our supporters via our website.

Jamie's Farm will share client and client parent/carer mobile telephone numbers with the other clients and client parents/carers who are involved with that week's group by way of a mobile telephone chat group.

We will share personal information with law enforcement or other authorities if required by applicable law.

We will not share personal information with any other third party.

Whether information must be provided by you, and if so why

The client organisation is required to provide data pertaining to a child's academic, medical and behavioural situation, in order that we can effectively learn from our practice and evaluate our effectiveness. This includes Pupil Premium and SEN data that allows them to receive the most benefit from our Farming, Family and Therapy Provision.

How long your personal data will be kept

- We will hold client staff data for as long as is reasonable to carry out the business of Jamie's Farm, unless otherwise requested by client staff.
- We will hold client data for the duration of their stay, after which is it securely destroyed or overwritten, with the exception of digital images which we may continue to use as detailed above, or baseline Impact Measurement data, which we need in order to determine and improve the effectiveness of our provision.
- We will hold supporter data for as long as is reasonable to carry out the business of Jamie's Farm, unless otherwise requested by the supporter.
- We will hold staff, trustee and volunteer information for as long as is reasonable to carry out the business of Jamie's Farm.

Reasons we can collect and use your personal information

We rely on 'Legitimate Interest' as the Lawful Basis on which we process personal data. This will be in line with an individual's reasonable expectations and will not have an unwarranted impact on them.

We use 'Consent' where the data is for a specific purpose which could be construed as not being part of our legitimate interest.

For staff, volunteers and trustees we also rely on 'Legal Obligation' as our lawful basis with regard to carrying out DBS checks.

We also process Special Category Data as follows:

- Health of our clients
- Ethnic origin of our clients

The Special Category processing is carried out in the course of our legitimate activities with appropriate safeguards by Jamie's Farm on condition that the processing relates solely to our clients or to persons who have regular contact with our clients (e.g. parents or doctors). This personal data will not be disclosed outside our organisation without the consent of the data subjects.

The processing is necessary for our organisation to operate and for us to keep our clients safe. Our purposes could not reasonably be achieved without it.

Consequences of our use of your personal information

Jamie's Farm is not aware of any consequences of our use of your personal information.

Transfer of your information out of the EEA

We will not transfer your personal information outside the European Economic Area (EEA)

The rights of our clients or our supporters

Under the [General Data Protection Regulation](#), clients have a number of important rights free of charge. In summary, those include rights to:

- fair processing of information and transparency over how we use personal information
- access to their personal information and to certain other supplementary information that this Privacy Notice is already designed to address
- require us to correct any mistakes in information which we hold
- require the erasure of personal information concerning in certain situations
- receive their personal information which has been provided to us, in a structured, commonly used and machine-readable format and have the right to transmit such data to a third party in certain situations
- object at any time to processing of their personal information for direct marketing
- object to decisions being taken by automated means which produce legal effects concerning them
- object in certain other situations to our continued processing of their personal information
- otherwise restrict our processing of their personal information in certain circumstances
- claim compensation for damages caused by our breach of any data protection laws

For further information on each of those rights, including the circumstances in which they apply, see the [Guidance from the UK Information Commissioner's Office \(ICO\) on individuals rights under the General Data Protection Regulation](#).

If you would like to exercise any of those rights, please:

- email, call or write to our Head Office:

Robert Duffy, Operations Manager

Jamie's Farm Head Office

Hill House Farm,

Ditteridge,

Box

SN13 8QA

e: gdpr@jamiesfarm.org.uk

t: 01225 743 708

Please let us have / know:

- enough information to identify you.
- proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill), and
- the information to which your request relates, including any account or reference numbers, if you have them.

If you would like to unsubscribe from any newsletter you can also click on the 'unsubscribe' button at the bottom of the newsletter. Please allow up to 14 days for this to propagate.

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost or used or accessed in an unauthorised way. We limit access to personal information to those who have a genuine business need to know it. Those processing information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

How to complain

We hope that we can resolve any query or concern you raise about our use of information.

The [General Data Protection Regulation](#) also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113.

Changes to this privacy notice

This privacy notice was published on 22nd May 2018 and last updated on 3rd February 2021.

We may change this privacy notice from time to time. You should check this policy occasionally to ensure you are aware of the most recent version.

Do you need extra help?

If you would like this notice in another format (for example: audio, large print, braille) please contact us.